

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Please cancel claims 8, 11-14, and 21-27, without prejudice.

Please amend claims 1, 9, 10, 15, 19, and 20 as indicated below. Material to be inserted is in bold and underline and material to be deleted is in ~~strikeout~~ or, if the deletion is of five or fewer consecutive characters or would be difficult to see, in double brackets [].

Listing of Claims:

1. (Currently Amended) A method of providing coupons, the method comprising the steps of:

identifying items in a current transaction;

assigning an expected value to each coupon of a coupon set based on a comparison of the identified items with a predictor set that links expected value to each coupon of the coupon set;

selecting a coupon from the coupon set and a characteristic of the coupon based on the expected value of the coupon, the characteristic corresponding to one or more of size, print quality, spacing, position, orientation, and color; and

printing the selected coupon with the selected characteristic.

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2. (Original) The method of claim 1, further including the step of ranking each coupon of the coupon set to give each coupon a priority rank based on the assigned expected value.

3. (Original) The method of claim 2, where selection of a coupon is made based on priority rank.

4. (Original) The method of claim 1, where plural coupons are selected and printed.

5. (Original) The method of claim 4, where a number of coupons to be printed is selected based on quantity of items in the current transaction.

6. (Original) The method of claim 4, where a number of coupons to be printed is selected based on total price of items in the current transaction.

7. (Original) The method of claim 1, where printing occurs on a transaction record.

8. (Canceled)

9. (Currently Amended) The method of claim 1, where the selected characteristic also is printed coupon appearance changes based, at least in part, on quantity of items in the current transaction.

10. (Currently Amended) The method of claim 1, where the selected characteristic also is printed coupon appearance changes based, at least in part, on total price of items in the current transaction.

11. (Canceled)

12. (Canceled)

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13. (Canceled)

14. (Canceled)

15. (Currently Amended) A system for printing coupons, comprising:
an input device configured to identify items in a current transaction;
a processor that includes a correlation data structure in which each coupon of a
coupon set is linked to a predictor set and an expected value, where the processor is
operatively connected to the input device and configured to create a transaction file
from the identified items, to assign the expected value to each coupon of the coupon set
based on a comparison of the transaction file with the predictor set of each coupon, and
to select a coupon of the coupon set and a characteristic of the coupon based on the
expected value of the coupon, the characteristic corresponding to one or more of
size, print quality, spacing, position, orientation, and color; and
a printer operatively connected to the processor and configured to print the
coupon with the characteristic selected by the processor.

16. (Original) The system of claim 15, where the processor is further
configured to rank each coupon of the coupon set to give each coupon a priority rank
based on the assigned expected value.

17. (Original) The system of claim 16, where the processor selects the
coupon based on the priority rank of the coupon.

18. (Original) The system of claim 15, where the expected value is at least
partially determined by a benefit received by transacting a subject item of each coupon.

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19. (Currently Amended) The system of claim 15, where the expected value is related to a predicted redemption frequency determined by the predictor set.

20. (Currently Amended) The system of claim 19, where the predicted redemption frequency corresponds is substantially equal to a confidence of an association rule.

21. (Canceled)

22. (Canceled)

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Canceled)

27. (Canceled)

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